

# Fordham Intellectual Property Law Institute

## 19th Annual Conference INTELLECTUAL PROPERTY LAW & POLICY

[www.fordhamipconference.com](http://www.fordhamipconference.com)

Fordham University School of Law  
Thursday and Friday, April 28-29, 2011

Hugh C. Hansen  
Director

*Learn    Debate    Have Fun*

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**Wednesday, April 27th**

### **Reception & Dinner for Faculty and Sponsors**

Reception: 6:15pm – 7:30 p.m.  
Dinner: 7:30 pm to 9:00 pm  
Lowenstein Building, 12<sup>th</sup> Floor

*Sponsored by*

**McKool Smith**

# Thursday, April 28: Morning

## Registration

7:00 AM – 8:00 AM

Platt Atrium

## Breakfast

Sponsored by:

**Gilbert's LLP**

7:00 AM – 9:00 AM

8:00  
AM

**Welcoming Remarks:** 8:00 AM – 8:15 AM

8:15  
AM

8:30  
AM

Plenary Session 1A

## Multilateral IP Issues & Policy

8:45  
AM

8:15 AM – 9:15 AM

9:00  
AM

9:15  
AM

9:30  
AM

Plenary Session 1B

## IP Issues & Policy in the European Union

9:45  
AM

9:20 AM- 10:20 AM

10:00  
AM

10:15  
AM

10:30  
AM

Plenary Session 1C

## IP Issues & Policy in the United States

10:45  
AM

10:25 AM- 11:25 AM

11:00  
AM

11:15  
AM

11:30  
AM

BREAK

11:25 AM – 11:50 AM

11:45  
AM

<b>12:00 PM</b>
<b>12:15 PM</b>
<b>12:30 PM</b>
<b>12:45 PM</b>
<b>1:00 PM</b>
<b>1:15 PM</b>
<b>1:30 PM</b>
<b>1:45 PM</b>
<b>2:00 PM</b>

Plenary Session 1D  
**Views from the Judiciary**  
11:50 AM – 1:10 PM

**Lunch**  
1:10 PM – 2:30 PM  
**David Kappos**  
Under Secretary of Commerce for Intellectual Property  
& Director of the USPTO  
Sponsored by:  
**Patterson Belknap Webb & Tyler**

# Thursday, April 28: Afternoon

2:30 PM	Patent Session 2A <b>Japanese Patent Developments</b> 2:30 PM – 3:30 PM	Copyright Session 3A <b>US Copyright Developments</b> 2:30 PM – 4:15 PM	Trademark Session 4A <b>EU Trademark &amp; Design Developments</b> 2:30 PM – 4:00 PM
2:45 PM			
3:00 PM			
3:15 PM			
3:30 PM	Patent Session 2B <b>EU Patent Developments</b> 3:35 PM – 4:50 PM	BREAK 4:15 PM – 4:40 PM	BREAK 4:00 PM – 4:25PM
3:45 PM			
4:00 PM			
4:15 PM			
4:30 PM			
4:45 PM			
5:00 PM	Patent Session 2C <b>US Patent Developments</b> 5:15 PM – 6:30 PM	Copyright Session 3B <b>Google Books Decision, Orphan Works &amp; Extended Collective Licensing</b> 4:40 PM – 6:30 PM	Trademark Session 4B <b>EU &amp; US Initial Interest Confusion</b> 4:25 PM – 5:25 PM
5:15 PM			
5:30 PM			
5:45 PM			
6:00 PM			
6:15 PM			

# Reception

6:30 PM – 8:30 PM

Location: 10 On The Park

Sponsored by:

**Freshfields Bruckhaus Deringer LLP**

## Friday, April 29: Morning

Breakfast

Sponsored by:

**NERA Economic Consulting**

7:00 AM – 9:00 AM

7:30  
AM

Sunrise Seminar  
**Patents and Open  
Innovation**  
7:30 AM – 8:25 AM

7:45  
AM

Sunrise Seminar  
**Rule of Law on  
the Internet:  
Feasible or  
Fantasy?**  
7:30 AM – 8:25 AM

8:00  
AM

Sunrise Seminar  
**Trademark Reflections  
on the Royal Wedding  
(For Those Who Gave  
Up Their Invitations to  
be Here)**  
7:30 AM – 8:25 AM

8:15  
AM

8:30  
AM

Patent Session 5A  
**Open Source &  
Patents**  
8:30 AM – 9:30 AM

8:45  
AM

9:00  
AM

9:15  
AM

9:30  
AM

Trade Session 7A  
**Multilateral IP &  
FTA  
Developments**  
8:30 AM – 10:10 AM

9:45  
AM

10:00  
AM

10:15 AM	Patent Session 5B <b>Claim Construction</b> 9:35 AM – 10:50 AM	Competition Session 6A <b>Global Competition Law &amp; Policy</b> 8:30 AM – 11:00 AM	BREAK 10:10 AM – 10:35 AM
10:30 AM			
10:45 AM			
11:00 AM	BREAK 10:50 AM – 11:15 AM	BREAK 11:00 AM – 11:25 AM	Enforcement Session 7B <b>Enforcement Issues Including New Government Initiatives</b> 10:35 AM – 12:10 PM
11:15 AM	Patent Session 5C <b>Supplementary Protection Certificates</b> 11:15 AM – 12:10 PM	Enforcement Session 6B <b>ITC</b> 11:25 AM – 12:10 PM	
11:30 AM			
11:45 AM			
12:00 PM			
12:15 PM			
12:30 PM	Patent Session 5D <b>Gene Patents</b> 12:15 PM – 1:15 PM	Patent/Competition Session 6C <b>Telecoms</b> 12:15 PM – 1:15 PM	Enforcement Session 7C <b>IP Enforcement in China</b> 12:15 PM – 1:15 PM
12:45 PM			
1:00 PM			
1:15 PM	<b>Lunch</b> 1:15 PM – 2:30 PM <b>Victoria Espinel</b> US Intellectual Property Enforcement Coordinator Executive Office of the President Sponsored by: <b>BASCAP</b>		
1:30 PM			
1:45 PM			
2:00 PM			
2:15 PM			

# Friday, April 29: Afternoon

2:30  
PM

Patent Session 8A  
**Views from the  
EPO, JPO,  
USPTO and  
WIPO**  
2:30 PM – 3:30 PM

Copyright Session 9A  
**EU Copyright  
Developments**  
2:30 PM – 3:40 PM

Trademark Session 10A  
**Smell & Look-a-  
likes: A  
Comparative  
Analysis**  
2:30 PM – 3:30 PM

2:45  
PM

3:00  
PM

3:15  
PM

3:30  
PM

BREAK  
3:30 PM – 3:55 PM

BREAK  
3:50 PM – 4:05 PM

BREAK  
3:30 PM – 3:55 PM

3:45  
PM

4:00  
PM

4:15  
PM

4:30  
PM

4:45  
PM

Patent Session 8B  
**Bilski & its  
Progeny: A  
Comparative  
Analysis**  
3:55 PM – 4:55 PM

Copyright Session 9B  
**Secondary  
Liability**  
4:05 PM – 5:35 PM

Trademark Session 10B  
**Specialized  
Trademark Courts:  
Overdue or  
Unnecessary?**  
3:55 PM – 4:55 PM

5:00  
PM

5:15  
PM

5:30  
PM

5:45  
PM

6:00  
PM

6:15  
PM

Patent Session 8C  
**Remedies**  
5:00 PM – 6:30 PM

Copyright Session 9C  
**Worldwide ISP  
Participation  
Developments**  
5:40 PM – 6:30 PM

Trademark Session 10C  
**AdWords: A  
Comparative  
Analysis**  
5:00 PM – 6:30 PM

**6:30  
PM**

**6:45  
PM**

**7:00  
PM**

**7:15  
PM**

**7:30  
PM**

**7:45  
PM**

**8:00  
PM**

**8:15  
PM**

# **Closing Reception**

6:30 PM – 8:30 PM  
Fordham Law Atrium

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## **Bristows**

**With a Special Appearance by:**

**rrr's**

## **Pro Hac Vice**

## **Hospitality Suite**

**Sponsored by:**

## **Chadbourne & Parke LLP**